

Message Text

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ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 /018 W
----- 090088

R 281447Z MAY 75
FM AMEMBASSY ASUNCION
TO USDOC WASHDC
INFO SECSTATE WASHDC 5001

UNCLAS ASUNCION 2016

USDOC

E.O. 11652: N/A
TAGS: BBSR, PA
SUYFECT: WTDR - DIESA - DISTRIBUIDORA IMPORTADORA EXPORTADORA
S.A.

REF: USDOC 6378

1. ADDRESS: CALLE ESTRELLA 645, ASUNCION, PARAGUAY.
CABLE: DIESA. TELEX: 124 DIESA. PHONE: 46931.

2. LARGE FIRM ESTABLISHED 1953. EMPLOYS 200 OF WHICH
30 ARE ADMINISTRATIVE PERSONNEL, 35 ARE IN SALES, AND
165 ARE WORKERS. ACTS AS IMPORTER, AGENT, DISTRIBUTOR,
WHOLESALE AND RETAILER OF PASSENGER CARS AND MOTOR
TRUCKS, MOTORCYCLES, PARTS AND ACCESSORIES, SPARK PLUGS,
TIRES AND INNER TUBES, AUTOMOTIVE SERVICE AND REPAIR
EQUIPMENT, PUMPS AND COMPRESSORS, WELDING APPARATUS,
MOTORS, GENERATORS, INTERNAL COMBUSTION ENGINES.
OPERATIONS INCLUDE SERVICE AND REPAIR FACILITIES.

3. FINANCIAL REFERENCES: BANK OF AMERICA N.T. & S.A.,
CASILLA POSTAL 1321; FIRST NATIONAL CITY BANK, CASILLA
POSTAL 1174; BOTH OF ASUNCION, PARAGUAY. COMMERCIAL
REFERENCES: VOLKSWAGENWERK AG, WOLFSBURG, WESTERN
GERMANY; HONDA MOTOR COMPANY LTD., 27-8, 6 CHOME,
JINGUMAE SHIBUYA-KU, TOKYO, JAPAN; AKTIEBOLAGET
SAAB-SCANIA, SODERTALJE, SWEDEN.

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4. MAJOR FOREIGN FIRMS REPRESENTED: VOLKSWAGENWERK AG (WESTERN GERMANY AND BRAZIL) MOTOR VEHICLES, SINCE 1955; AKTIEBOLAGET SAAB-SCANIA (SWEDEN AND BRAZIL) MOTOR VEHICLES, SINCE 1963; HONDA MOTOR COMPANY LTD., MOTORCYCLES, GENERATORS, WELDING EQUIPMENT, SINCE 1964; UNIROYAL, INC., 1230 AVENUE OF THE AMERICAS, NEW YORK, NY 10020, TIRES AND INNER TUBES, SINCE 1964; SYMINGTON WAYNE CORP. (U.S. AND BRAZIL), SALISBURY, MD 21801, AUTOMOTIVE MAINTENANCE EQUIPMENT, SINCE 1967, NGK SPARK PLUG CO., LTD., 14-18 TAKATSUJI-KHO, MIZUHO-KU, NAGOYA, JAPAN, SPARK PLUGS, SINCE 1967.

5. THIS FAMILY-OWNED CORPORATION, CONTROLLED BY DR. MIGUEL CARRIZOSA, IS ONE OF THE LEADING PARAGUAYAN FIRMS. IN ADDITION TO ITS MAIN OFFICE, SALES AND EXHIBITION FACILITIES, LOCATED IN THE HEART OF THE BUSINESS DISTRICT OF ASUNCION, IT ALSO OWNS AND OPERATES TWO RETAILING OUTLETS IN THIS CITY, AND THE LARGEST SERVICE AND REPAIR SHOP (5,000 SQUARE METERS OF COVERED SPACE) IN PARAGUAY, LOCATED IN THE OUTSKIRTS OF ASUNCION. THE FIRM HAS A CHAIN OF AGENTS AND DISTRIBUTORS THROUGHOUT THE PARAGUAYAN TERRITORY. DIESA, WHOSE LEGAL NAME IS DISTRIBUTORA, IMPORTADORA Y EXPORTADORA S.A. HAS SHOWN STEADY GROWTH, SOUND MANAGEMENT, AGGRESSIVENESS IN SALES, AND ADEQUATE ADVERTISING. ITS BUSINESS AND CREDIT RECORD IS GOOD. DIESA IS RECOMMENDED AS A SUITABLE TRADE CONTACT FOR US FIRMS.

6. MAY 1975.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 28 MAY 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975ASUNCIO2016
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750186-0797
From: ASUNCION
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750511/aaaaajgx.tel
Line Count: 92
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 USDOC 6378
Review Action: RELEASED, APPROVED
Review Authority: SmithRJ
Review Comment: n/a
Review Content Flags:
Review Date: 21 NOV 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <21 NOV 2003 by MaustMC>; APPROVED <15 JAN 2004 by SmithRJ>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: n/a
TAGS: BBSR, PA
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006